In the Claims:

Please amend claims 33-45, 48, 51 and 53-55 as indicated below.

1. – 32. (Canceled)

33. (Currently amended) A <u>non-transitory</u> computer accessible <u>storage</u> medium storing program logic operative for implementing:

receiving a question from a computer executed application, wherein the question
  pertains to the use of a particular website or particular information source
  of a content provider;

in response to receiving the question, identifying an operational context ~~for~~ <u>in</u>
  <u>which</u> the question <u>is submitted</u>, wherein the operational context is
  associated with the question, and wherein the operational context
  comprises one or more of:

  a location<u>,</u> within the particular website or particular information source,
    ~~wherein the location is a current or recently visited location by a~~
    ~~submitter of the question when~~ <u>from which</u> the question is
    submitted; or

  information about a system from which the question is submitted;

in response to identifying the operational context for the question, determining a
  category for the question, wherein the category is determined dependent
  upon the identified operational context;

retrieving a result for the question, wherein the category and the question are both
  used to retrieve the result;

based on the result[[s]], determining whether the question is an answered question or an unanswered question; and

if the question is an answered question:

> using a natural language indexing module to normalize the <u>answered</u> question, wherein one or more superfluous words are removed from the <u>answered</u> question to determine whether another question is substantially similar to the <u>answered</u> question; and

> stor<u>ing</u>[[e]] ~~tracking data for~~ the normalized answered question <u>in association with tracking data for the normalized answered question, wherein the tracking data</u> indicat<u>es</u>[[ing]] that the question was answered; and

if the question is an unanswered question:

> using a natural language indexing module to normalize the <u>unanswered</u> question, wherein one or more superfluous words are removed from the <u>unanswered</u> question to determine whether another question is substantially similar to the <u>unanswered</u> question; and

> stor<u>ing</u>[[e]] ~~tracking data for~~ the normalized unanswered question <u>in association with tracking data for the normalized unanswered question, wherein the tracking data</u> indicat<u>es</u>[[ing]] that the <u>normalized unanswered</u> question was not answered.

34.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 33, wherein identifying the operational context ~~further~~ comprises determining whether a web page has been visited.

35.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 33, wherein identifying the operational context ~~further~~ comprises identifying a time that a web page is accessed.

36.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 33, wherein identifying the operational context ~~further~~ comprises determining a format associated with the question.

37.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 36, wherein the format comprises input from a field in a web page

38.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 36, wherein the format comprises an e-mail message.

39.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 36, wherein the format comprises an electronic chat question.

40.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 33, wherein identifying the operational context ~~further~~ comprises determining a hardware environment associated with the computer executed application.

41.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim 33, wherein the program logic is further operative for generating a web page configured to present an answer to the question based on said result.

42.   (Currently amended)   The <u>non-transitory</u> computer accessible <u>storage</u> medium of claim <u>33</u> [[36]], wherein the program logic is further operative for generating an e-mail configured to present an answer to the question based on said result.

43.   (Currently amended)   The ~~non-transitory~~ computer accessible <u>storage</u> medium of claim 33, wherein determining a category for the question comprises using the identified operational context to search one or more context-to-category maps.

44. (Currently amended) A <u>non-transitory</u> computer accessible <u>storage</u> medium storing program logic operative for implementing:

receiving at least one question from a computer executed application into a question module, wherein the at least one question pertains to the use of a particular website or particular information source of a content provider;

normalizing the at least one question, wherein the normalizing the at least one question comprises removing one or more superfluous words <u>from the question</u>;

identifying at least one category associated with a context in which the at least one question was <u>submitted</u> ~~received~~ using a context module, wherein the context comprises one or more of:

a location<u>,</u> within the particular website or particular information source, ~~wherein the location is a current or recently visited location by a~~ ~~submitter of the at least one question when~~ <u>from which</u> the at least one question is submitted; or

information about a system from which the at least one question is submitted;

retrieving results for the at least one question, wherein the category and the at least one question are both used to retrieve the results;

based on the results, determining whether the at least one question comprises an answered question or an unanswered question;

if the at least one question comprises an answered question, using a knowledge module to compose a detailed answer to the at least one question;

if the at least one question comprises an unanswered question, logging the unanswered question using a tracking module, the tracking module being configured to identify a plurality of frequently asked unanswered questions and to generate a request for ~~another~~ answer to <u>each of</u> the plurality of frequently asked unanswered questions; and

providing an authoring module configured to receive input, wherein the input is used to answer one or more of the frequently asked unanswered questions.

45. (Currently amended) A system, comprising:

a processor; and

a <u>non-transitory</u> computer accessible <u>storage</u> medium storing program logic operative for implementing:

    a suggestion module adapted to provide a question and answer pair in response to a request for assistance from a computer executed application, wherein the question and answer pair is selected using a category associated with the request;

    a context/category module configured to convert a request context to the category<u>, wherein the request context is a context in which the request is submitted</u> ~~by searching one or more stored context maps to determine whether a match between the request context and the~~

~~category is present~~, wherein the request context comprises one or more of:

a location, within a particular website or particular information source, ~~wherein the location is a current or recently visited location by a submitter of the request when~~ from which the request is submitted; or

information about a system from which the request is submitted; and

wherein to convert a request context to the category, the context/category module is configured to:

search one or more stored context-to-category maps to locate the request context in the one or more stored context-to-category maps;

determine a category associated with the located request context in the one or more stored context-to-category maps; and

return the determined category as the category associated with the request;

a statistics module adapted to return to the suggestion module a most frequently asked question for the category associated with the request, wherein the most frequently asked question is selected from a plurality of frequently asked questions for the category, and wherein said selection is based on frequency information for [[a]] the plurality of frequently asked questions; and

wherein the suggestion module is further adapted to respond to the request with the question and answer pair, wherein the question and answer pair includes the most frequently asked question, and wherein the question and answer pair is selected based [[up]]on the category returned from the context/category module and based on the frequency information as determined by the statistics module.

46. (Previously presented) The system of claim 45, wherein the statistics module is configured to identify a most frequently unanswered question.

47. (Previously presented) The system of claim 46, wherein the program logic is further operative for implementing an authoring module configured to associate an answer with the unanswered question.

48. (Currently amended) The system of claim 45, wherein the statistics module is configured to provide a plurality of frequently asked questions for a given category.

49. (Previously presented) The system of claim 48, wherein the statistics module is further configured to arrange the plurality of frequently asked questions in a most frequently asked order.

50. (Previously presented) The system of claim 48, wherein the statistics module is further configured to arrange the plurality of questions in a least frequently asked order.

51. (Currently amended) A system, comprising:

a processor; and

a <u>non-transitory</u> computer accessible <u>storage</u> medium storing program logic operative for implementing:

a question module configured to receive at least one question from a computer executed application;

a context/category module configured to identify at least one category mapped to a context [[of]] <u>in which</u> the at least one question <u>is submitted</u>, wherein the context ~~of the at least one question~~ comprises one or more of:

a location<u>,</u> within a particular website or particular information source, ~~wherein the location is a current or recently visited location by a submitter of the question when~~ <u>from which</u> the question is submitted; or

information about a system from which the question is submitted;

a knowledge module configured to identify an answer to the at least one question, wherein the answer is generated using the at least one category;

wherein the question module is configured to return the answer in response to the question;

an authoring module configured to identify an unanswered question and receive answer data for the unanswered question;

a statistics module configured to provide a question and answer pair based on a most frequently asked question associated with the <u>at least one</u> category;

a suggestion module configured to provide the question and answer pair in response to a request for assistance; and

a tracking module configured to log the unanswered question, to identify one or more frequently asked unanswered questions, and to request ~~another~~ answer~~s~~ to ~~the list~~ each of ~~the one or more~~ frequently asked unanswered questions;

wherein for each of a plurality of requests, based on a request type of the request, the program logic is configured to select one of the question module, the suggestion module, or the authoring module to handle the request;

wherein the context/category module, knowledge module, statistics module, and tracking module[[s]] are each used by one or more of the question module, the suggestion module, or the authoring module in handling the <u>plurality of</u> requests.

52. (Previously presented) The system of claim 51, wherein the authoring module associates the another answer with the unanswered question automatically.

53. (Currently amended) A <u>non-transitory</u> computer accessible <u>storage</u> medium storing program logic operative for implementing:

identifying a context ~~associated with~~ <u>for</u> a computer executed application, the computer executed application being configured to <u>submit</u> ~~receive~~ a request for assistance, wherein the context comprises one or more of:

a location<u>,</u> of an electronic page within the computer executed application, ~~wherein the location is a current or recently visited location by a~~

~~submitter of the request when~~ <u>from which</u> the request <u>for assistance</u> is submitted; or

information about a system from which the request for assistance is submitted;

determining ~~which of,~~ <u>from</u> a plurality of categories<u>, one or more categories that are</u> [[is]] associated with the context;

identifying ~~a plurality of~~ <u>one or more</u> most frequently asked questions <u>that are</u> associated with <u>the</u> one or more ~~of the plurality of~~ categories ~~associated with the context of the request for assistance~~; and

displaying the ~~plurality of~~ <u>identified one or more</u> most frequently asked questions.

54. (Currently amended) A method, comprising:

<u>performing by a computing device:</u>

determining a context ~~associated with~~ <u>in which</u> a request for assistance with a website <u>is submitted</u>, wherein the context is based at least in part upon a web page of the website, the web page being currently or recently accessed by a submitter of the request for assistance;

mapping the context to a category of questions;

identifying a plurality of most frequently asked questions associated with the category; and

displaying the plurality of most frequently asked questions.

55. (Currently amended) A method, comprising:

performing by a computing device:

receiving a plurality of questions;

determining whether each one of the plurality of questions has an answer located in a knowledge database, wherein a context-to-category map is used to determine whether the answer is stored in the knowledge database, wherein the knowledge database[[d]] is searched for an the answer to each question based on a category for each question, wherein the context-to-category map is used to determine the category for each question based on a context for in which each question is submitted, and wherein the context comprises one or more of:

a location, within a particular website or particular information source, wherein the location is a current or recently visited location by a submitter of the question when from which the question is submitted; or

information about a system from which the question is submitted;

storing each of the plurality of questions in the knowledge database, wherein at least one of the plurality of questions is unanswered;

identifying one or more frequently asked unanswered questions; and

receiving another answer from an administrative source for each of the one or more frequently asked unanswered questions.